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The invention provides a process for reducing odour, bitterness, astringency and pungency of a Simmondsins extract by dissolving the Simmondsins extract solvent if the Simmondsins extract is in a dry form, reacting the liquid Simmondsins extract carbonaceous adsorbent, such as activated carbon, obtain a mixture, separating the adsorbent from the mixture to obtain a purified liquid extract, and drying the purified liquid extract. The invention also provides a process for preparing a Simmondsins extract having reduced odour, bitterness, astringency and pungency by eluting plant material containing Simmondsins with a dissolve the Simmondsins, polar organic solvent to separating the eluent containing the Simmondsins and the solvent from the plant material to obtain a dilute crude Simmondsins extract, concentrating the crude Simmondsins extract, removing any oils from the concentrated crude Simmondsins extract, and then carrying out the steps for reducing odour, bitterness, astringency and pungency of The invention also provides a feed extract as above. containing a Simmondsins extract having reduced odour, bitterness, astringency and pungency.